

RJReynolds

Tobacco Company

D. M. *JF* 1/28/92  
T & D *JF* 1/10/92  
S. R. M. *JF* 1/1 JAN 31 1992  
S. A. M. *JF* 1/23/92

ELECTRONIC MAIL

*COPY*

E. W. WORLEY  
Chain Account Manager

1000 Tower Lane  
Suite 248  
Bensonville, IL 60106  
708-860-7423

CC: TED RITZ  
BETSY ANN  
RICH DAVE  
PEGGY

January 7, 1992

TO: All Divisions with Walgreens' Stores  
FROM: E. W. Worley  
SUBJECT: **BEST VALUE**  
**RJR PCD/TV GUIDE DISPLAY**

I am sending you under separate cover a letter from Mr. Dale Solner, Walgreens' National Buyer, informing Walgreens' managers that Headquarters has approved Best Value as their primary Black and White brand.

Walgreens' Headquarters has signed Forsyth Tobacco Products Plan A Contract. Compliance will be determined by RJR personnel. RJR requirements are clearly communicated in the letter to Walgreens' managers. Payments will be made at Headquarter level. Walgreens will require their tobacco wholesalers to mail invoices, etc. to National Headquarters in Deerfield, IL.

I would appreciate it if those RJR Managers responsible for calling on Walgreens' District Managers would contact them and communicate the program on a personal basis to ensure better participation and smooth implementation.

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Listed below are requirements communicated in the Walgreens memo to their managers. Please note that Walgreens' sign shop has made special signs to feature and advertise Best Value price, etc.

- 1) **BEST VALUE 11" x 14" Sign and 36" Shelf Strip Sign** must be displayed over Best Value brands in the carton cigarette department. (Signs will be mailed to all stores from the Walgreens' Sign Shop January 15.)
- 2) **BEST VALUE** must be displayed in a prominent display position (TOP SHELF) in the carton cigarette department. This Brand is positioned on the top shelf left side in all cigarette departments.

If you have any questions regarding Best Value, please let me know.

Also, I am sending you under separate cover, a letter from Mr. Solner informing Walgreens' District Managers that Headquarters has approved the RJR PCD for all stores at the District Managers' discretion. This letter communicates the total dollars earned for the PCD (please note that Headquarters keeps a portion of the payment - do not discuss the regular payment with Walgreens' managers) and encourages participation. We are going to try something different to improve participation by asking the District Managers to send a list of the stores they want to participate in the program. At my last meeting with Walgreens' management, I pointed out by District the total dollars earned and unearned for 1991. This should encourage those managers without the display to improve their overall profit picture by participating in this program. I will forward you the list that the District Managers return indicating stores that will add the PCD display. I appreciate your follow through with these programs.

Sincerely,

Wayne Worley  
EWW:bjl

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